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REPORT OF HOME DEMONSTRATION WORK, 1935

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Summary

The year 1935 witnessed continued and enriched service to rural family life in the United States through the practical assistance of home demonstration work.

Home demonstration work helped those whose incomes permitted some of the comforts of life; it aided those who were scarcely able to obtain for themselves the essentials of living; and it assisted relief agencies more effectively to serve those partially or totally on relief.

In all States home demonstration work aided homemakers to utilize available resources, human and material, so as to attain the maximum of

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health and comfort for family living; to conserve cash income and add to it where needed; to conduct needed tasks with efficiency; to purchase needed commodities as intelligent consumers; to improve housing conditions; to make the home attractive indoors and out at little or no expense; to stimulate family cooperation through family counsel and planning; to plan for adequate rest and leisure time; to keep up the family morale; to promote their satisfactions through such recreational and cultural activities as contribute to that end; and to participate in constructive endeavors for the common welfare.

The home demonstration staff aided rural people, particularly rural homemakers, to understand the scope, status, and activities of Federal agencies designed to assist them. They provided rural people with unbiased information regarding the current situation, helped them to realize what adjustments were needed, and to recognize possible choices confronting them.

Special effort was made to assist young homemakers and older young people, and to guide the home demonstration program into giving service to all members of the family, men and boys as well as women and girls.

158,069 rural women served as leaders for adults and 48,072 as leaders for 4-H club work.

950,927 rural homemakers reported receiving helpful assistance from home demonstration work through organized activity in 41,504 groups. More than 200,000 girls completed 4-H club projects in home-making guided by the home demonstration staff.

Over 17,000 rural young men and women were members of young adult groups formed under the guidance of county home demonstration agents.

The home demonstration staff was increased by 286 members in State and county staffs, and three new members were added to the Federal staff.

The press; business, social, and civic leaders; farm organization officials and representatives of agencies interested in rural life, in adult education, and in education for youth, gave hearty commendation to the quality of leadership and helpful service rendered by the home demonstration staff to rural people, and recognition to the high degree of confidence in which the staff is held by rural people.

Farm women in all States expressed appreciation of the helpful service rendered in helping them to increase their economic security, their physical comfort, and their social satisfaction.

The Staff and Its Services

With the passage of the Bankhead-Jones bill, and the subsequently authorized appropriation, home demonstration work was given opportunity for considerable expansion. On December 31, 1934, the home demonstration staff, including supervisory staff, home-economics specialists, and county home demonstration agents and assistants numbered 1,714. On December 31, 1935, the total home demonstration personnel numbered 2,000. The white staff numbered 1,837, an increase of 12 supervisors, 52 specialists, 129 county home demonstration agents, and 71 assistant county home demonstration agents. The negro staff numbered 163, an increase of 22 negro county home demonstration agents.

Bankhead-Jones funds did not become available until September 1935, and home demonstration leaders did not consider it ethical to ask teachers who had indicated their desire to enter home demonstration work to ask for release just after the school year had begun. The expansion program had to proceed somewhat slowly, that a carefully selected and well-trained staff might be obtained.

The expansion of the home demonstration staff included additions to the Federal staff. Miss Gladys Gallup joined the Federal staff to conduct extension studies in the field of home economics. Miss Ella Gardner was appointed as specialist in recreation. Miss Lita Bane was appointed as collaborator in child direction and parent education and made responsible to the Extension Service and the Bureau of Home Economics, jointly.

The breadth of service rendered in 1935 is indicated by the following comments:

The Oklahoma State leader wrote,

"Farm women in home demonstration work are becoming informed about State, national, and world conditions affecting agriculture and rural life. They are finding satisfaction in service and in a recognition of the contribution of homemaking to the advancement of rural life."

The Maryland State leader reported,

"There has been a decided increase in interest by the rural family in all extension programs. More project demonstrators and local leaders have given of their time and talent to extension work. Younger women are being reached with programs planned for young mothers. All members of the family are working together in the projects of recreation, music, family reading, and landscaping. Cooperation and coordination of programs with relief agencies has helped in understanding the functions of both organizations."

During 1935 the home demonstration staff endeavored to clarify the situation as to what constituted its long-time program, what constituted its emergency program, and what constituted its responsibility to agencies engaged in temporary service to rural people.

Assistance was given to the Agricultural Adjustment, Farm Credit, Rural Resettlement and Rehabilitation, Rural Electrification, Housing, and Youth Administrations, and to public-health and direct-relief agencies, Federal and State. In the majority of States clear-cut and satisfactory plans were evolved whereby the home demonstration staff selected or approved the personnel and became the authoritative source of subject matter for use by relief agencies. They set up standards of food, clothing, and home-management instruction which would meet the needs of rural people. They provided instructional material for use by relief agencies and trained persons employed by them. In many States the amount of time given to this service was less than in 1934.

In most States the personnel of the extension and relief agencies were separate. In a few States the county and local members of relief agencies were named assistants to the county home demonstration agent, and as such were directly responsible to her.

During 1935 the home demonstration staff stimulated members of home demonstration groups to invite into participating membership in local groups those released from relief rolls and those rehabilitated or in resettlement areas.

The State leader in Utah reported the following relative to emergency programs:

"In addition to cooperation with the Emergency Relief Program, the Extension Service has given assistance to the Rehabilitation or Resettlement Administration. The help given included outlining procedure, information for use of the home supervisor in visiting homes of clients, and assistance in selecting trained workers to act as home-rehabilitation supervisors. The extension specialists have assisted in training rehabilitation supervisors in technical subject matter and in applied methods. The Resettlement home supervisory staff attended subject-matter training courses given by Extension Service State specialists, and later had personal conferences with specialists on individual problems."

Thirty-seven rural housing schools were held in Arkansas during 1935 in cooperation with the Federal Housing Administration. The State agent reports:

"At these conferences representatives from counties, vocational teachers, home-economics teachers, relief workers, members of the staff of the agricultural college,

local leaders, home demonstration agents, and members of federated clubs were present.

"A borough housing school program included exhibits of farmhouse plans for Arkansas, blue prints of storage equipment, and F. H. A. and other literature available.

"E. R. A. cooperation resulted in splendid adult education work among our home demonstration groups in northwestern Arkansas, giving us paid and efficient teachers in weaving, woodwork, chorus work, nutrition, child care, clothing, and dramatics. The home demonstration agent selected the teacher, helped her to work out her program, and made her schedule with the home demonstration groups."

109,829 rural families were helped by county home demonstration agents to obtain aid from the Red Cross or other relief agencies.

The home demonstration staff aids 4-H club work.

In all States the home demonstration staff contributed much to the success of 4-H club work. During 1935 home demonstration agents organized 20,301 4-H clubs of which over 331,000 girls and 15,000 boys were members. They organized 661 groups of young people above 4-H club age with a membership of 13,375 young women and 4,277 young men, and were responsible for directing 4,686 Junior Achievement Days, at which there was an attendance of over 400,000 persons.

Major activities in 4-H club work included obtaining and training local leaders in organization and subject matter, promoting high standards in goals and achievements, and stimulating a high percentage of completions of work undertaken by 4-H club members.

Urban home demonstration work.

Six cities continued their home demonstration service to homemakers during 1935. Buffalo, Rochester, and Syracuse, N. Y.; Patterson, N. J.; and Minneapolis and St. Paul, Minn.

The urban home demonstration agents have taught women in regularly organized groups, at homemaking centers, through the press, and through cooperation with other agencies, principles and practices related to improved homemaking. Special emphasis has been given to consumer education, as related to food, clothing, and home furnishings. The Minneapolis and St. Paul agents jointly published a valuable leaflet - Mrs. Consumer's Dollar, which includes consideration of installment buying and credit rating. The urban agents also have rendered valuable assistance to relief agencies.

That their services have extended into the life of the community is indicated by a quotation from the urban agent of Paterson, N. J.:

"When the E. R. A. wants employment for women; When the Board of Education learns that an E. R. A. nursery school is to be organized in Paterson; when the E. R. A. Leisure-Time Activity wants a homemaker's program, they turn to the organization that sponsors home economics - the Extension Service."

Home demonstration work in the Territories and Puerto Rico.

Home demonstration work in Hawaii, Alaska, and Puerto Rico varied somewhat from that of the continental United States, but the essentials are similar.

Hawaii reported guidance of its interracial population in productive activities such as gardens, orchards, and poultry. Health interest for children was shown through projects conducted in cooperation with the public-health department and through child-development activities. Food-and-nutrition and home-furnishing results were also reported.

In Alaska, where but one home demonstration worker is employed to serve both natives and whites, at present organization of adult and 4-H work is a major activity. Service through correspondence has been an important part of the home demonstration worker's contribution in this land of great distances. Food and nutrition, food preservation, clothing construction, and use of native-tanned leather were outstanding phases of the program.

The home demonstration supervisor in Puerto Rico reported:

"Home demonstration work organized in Puerto Rico on July 19, 1934, has made progress through 1935.

"A cooperative project in home and community canning was undertaken with the agricultural division of Puerto Rico Emergency Relief Administration.

"Demonstrators in gardening, poultry production, beautification of home grounds, home canning, improvement of the interior of the home, and home industries have been at work giving 252 method demonstrations. Food selection and preparation, child development, parent education, clothing, and home management were also considered in the program."

Work with Negroes.

Negro home demonstration work continues to render valuable assistance in the Southern States. Self-sustaining farming and improved health are the objectives sought. Negroes were stimulated to provide adequate food supplies through maintaining a cow on every farm, an adequate garden, and enough poultry for the year's needs. They are taught personal hygiene, home sanitation, food preservation, soap making, home crafts, mattress making, construction of home equipment, and methods of home repair.

Referring to the Negro work the State home demonstration agent in Florida reported:

"The same general plan for the development of home demonstration work among Negroes with emphasis on the 'live-at-home' program is followed as that which is used among the white people. The methods used in developing Negro work in the various projects is through meetings in the home, school, or church; home visits, tours to well-established demonstrations; also visits to annual or quarterly exhibits. The State short course for Negro boys and girls at the Negro A. & M. College, and the annual conference of local extension agents, farmers' institutes, and achievement days are of great benefit to the agents as well as to individual boys and girls. Some agents have developed good county councils."

The Economic Contribution of Home Demonstration Work

Low cash income continued to confront farm families during 1935.

That home demonstration work has contributed abundantly to the economic welfare of the farm family is clearly indicated. Income conservation and income production alike have been reported by all States.

Although many phases of home demonstration work contributed to both the social and economic satisfaction of rural living, foods- and-nutrition, home-gardening, home-health, clothing, money-management, home-crafts, farm-women's market, and consumer-education activities were of major importance in contributing to the economic security of the rural family.

Foods and nutrition.

The home demonstration program of work continued to emphasize food in its relation to health and to income. Planning yearly in advance through a budget based upon nutritional needs was an outstanding trend in all States. 209,137 families produced and preserved the

family food supply according to an annual food-supply budget. Over 67,000,000 quarts of food were canned by 209,000 families, under the guidance of the home demonstration staff. The estimated value of this food supply was \$18,800,000.

Processing at home many foods ordinarily purchased, such as bread, cheese, breakfast cereal, in addition to home preservation has continued in all States as a means of assuring health and of conserving cash income. Kansas reported State-wide bread-baking demonstrations. Iowa reported a "can a cow" campaign to stimulate home butchering and canning.

All States reported instruction in storage of foods, with 174,414 families following storage recommendations.

All States reported continued and widespread interest in meal planning, with emphasis on use of home-grown foods as a means of saving cash and meeting the health needs of the family.

Over 290,000 families used timely economic information as a basis for readjusting the family food supply, and 124,000 families followed food-buying recommendations. Interpretations of grade labeling of canned goods and of the provisions of the Food and Drug Act was an important phase of the instruction.

Due to the increased interest of young homemakers in the home demonstration program, there has been considerable expansion in the child-feeding phase of the nutrition project. This instruction has been correlated with the child-development and parent-education project, and service letters, well-child clinics, and similar activities have served to emphasize the close relationship of these projects.

The home demonstration staff has continued to help to introduce school lunches into rural schools, and to supervise them. In many States this activity has been carried on cooperatively with relief agencies, and products from the Federal Surplus Commodity Corporation have been used. 16,454 schools reported aid by the home demonstration staff.

Home demonstration specialists in nutrition have rendered invaluable aid to relief agencies in helping to formulate and carry out the food part of the relief program. A few such specialists have been lent to State rehabilitation offices to serve as associate State and regional directors in charge of home economics. In some States, women trained by the home demonstration staff as local leaders in nutrition have been employed by relief agencies as rehabilitation assistants, visiting housekeepers, etc.

Clothing.

Because of relatively low farm income, renovation and remodeling continued as the outstanding phases of the clothing project. 206,098 families were assisted in renovating, remodeling, and caring for clothing. Service to young homemakers is indicated by the fact that 95,790 homemakers were aided with children's clothing. Maine reported:

"Dressing the Child has been carried this year by a kit which visited homes of mothers not attending extension meetings."

For many rural homemakers the problem of clothing the family was a serious one in 1935, for remodeling had been repeated year after year until the condition of the fabrics no longer justified renovation and use. 110,334 families reported following recommended buying practices. Economy through budgeting the family clothing expenditures was reported by 29,523 families.

Additional emphasis on the importance of careful selection of shoes and hose was reported by many States. Maine reported: "A shoe and hosiery survey was made to find out the difficulties faced by rural women in buying hose and shoes. A meeting was arranged at which a hosiery manufacturer and shoe manufacturer spoke."

In all States, women indicated their desire to be better-informed consumers. Information regarding standard labels and progress on the standardization of textile fabrics was gratefully received. Kentucky and Georgia reported projects on The Well-Groomed Woman. Texas reported 22,917 women participating in wardrobe phases of the clothing work. Clothing accounts were kept by 35,490 adults.

Maryland reported the fifth year of emphasis on clothing expenditures as a guide to planning clothing budgets. The records indicate a decided increase in clothing expenditures during 1935 over 1934. Ohio home-account records also indicate increased expenditure for clothing during 1935.

The county home demonstration agent in El Paso County, Colo., reported:

"Clothing accounts, including a record of clothing purchased and given to club members, were kept during the 3 years of work involving 174 members. Clothing budgets were made, and some of the members included the project, Cost and Length of Service Expected. Cost and valuation records were kept by 123 of these clothing-club members."

Kentucky reported a project - Economy and Satisfaction in the Family Clothing. 130,476 families were helped to use timely economic information in determining how best to meet their clothing requirements. The estimated saving due to the clothing program for adults during 1935 was over \$1,700,000.

Home health and sanitation.

Recognition of the economic importance of positive health has tended to focus attention on the Home Health and Sanitation project during recent years, and, as the effects of ill health upon morale have become generally known, interest in activities designed to promote health has increased. 224,206 individuals reported improved health as a result of the home health and sanitation program.

Characteristics of positive health were taught to adults and 4-H club members alike in all States, with such results as improved posture, reduction of colds, better practices in personal hygiene, improved care of the teeth, definite plans for adequate rest, and complete physical examinations.

An outstanding result of the year's work was the improvement in sanitary conditions as reported in 17,890 communities. Home demonstration agents reported that 38,872 homes were screened, 43,954 families installed sanitary closets or outhouses, and 81,774 families reported measures taken to control flies, mosquitoes, and other insects.

The Oklahoma report says:

"A community sanitation program was launched throughout the State to help to safeguard the health of rural people. The object of this program, sponsored by the State health department with home demonstration agencies cooperating, is to prevent and to control certain diseases that come from insanitary methods of disposal of human waste. The entire community-sanitation program is directed to the building of new or remodeled sanitary, flyproof, pit-type toilets to replace the open and insanitary toilet, and thus to protect and promote the health of the farm family and of their neighbors. This program is supervised by community sanitation supervisors in seventy counties, under the direction of the State sanitary engineer and the assistant State director of community sanitation, with the assistant extension agricultural engineer and home demonstration agencies cooperating. The farm-property owner provided the material for construction, and the labor was provided through the Works Progress Administration. Up to December 30, 15,575 sanitary toilets were completed in the State."

Kansas reported that 500 families installed temporary shower baths of the basket or barrel type. Over 37,000 families reported better home-nursing practices. 254,349 individuals reported adopting some positive means to improve their health as a result of home demonstration work.

Economic information and the home.

Sustained low income has forced rural homemakers to become economics conscious and to desire information which would aid them to utilize effectively all available cash. Each year increased interest has been shown in such matters as price trends and other factual economic information and in home accounts and budgets.

Interest in home accounts was further strengthened as homemakers were aided by the home demonstration staff to interpret their records and budgets in terms of satisfactions achieved. Nevada maintained a consultation service regarding farm-family budgets and accounts. In a number of States, county-wide farm-and-home account associations served to stimulate the interest of farm homemakers as to the economic factors affecting agriculture, and to arouse the interest of farmers as to economics in relation to the home.

Illinois reported that 637 homemakers kept home accounts during 1935. Mississippi reported that emphasis on money management and consumer education has helped to offset lack of cash for many families. A total of 25,581 families kept home accounts according to a recommended plan, and 18,703 budgeted their expenditures in relation to income according to recommendations of the home demonstration staff.

Use of timely economic material was reported by over 60,000 families as a basis for adjusting family living; 292,000 persons used it as a basis for family food-supply planning, and 130,000 for planning clothing requirements.

South Carolina utilized outlook material as follows:

"Material for the farm-home outlook meetings was prepared by the State staff from information and charts sent out by the United States Extension Service, based on data from the census, from studies made in the State, and from information obtained at the outlook conference held in Washington in November 1934. This was the first national outlook conference to which women were invited, and it proved most helpful and inspirational. The assistant State agent, who was also in charge of the home-management project, and the home demonstration marketing specialist attended from South Carolina. On their return they presented this material to the State staff in conference. Later they worked up the outlook material with

charts for the use of the home agents. In most of the counties some member of the State staff attended one meeting, at which she presented the outlook material and led the women into a discussion of the facts brought out by the charts, graphs, and talk. The women appreciate and enjoy the outlook information. They feel that it gives them a better understanding of the economic situation as a whole and of the farm situation in particular; that it broadens their viewpoint, and enables them to discuss intelligently with their husbands the farm problems which affect the farm home."

West Virginia reported aiding rural homemakers to meet their economic problems in these ways:

"Time and money management with special emphasis on necessity for forethought and planning in household buying; being businesslike in making purchases; knowing grades of products; use of family-council plan as a means to good management in the home; studying use of household tasks to find where time may be saved, etc.; and home improvement with special attention to closets, storage space, and other improvements that can be made at little cost."

Increased interest in consumer education was reported by all States, and widespread desire for additional printed material was indicated. In several States consumer-education instruction was in the form of a joint project to which food, home-furnishing, and child-development specialists contributed, each one discussing consumer purchasing as applied to her field.

49,000 families reported improved buying practices other than those relating to foods and clothing.

Delaware reported discussion groups on the topics Does Advertising Fool You? and Do You Read Labels? Iowa reported a joint project in Buying Practices to which home-management, home-furnishing, child-development, and nutrition specialists contributed. Campbell County, Ky., reported a Successful Spending project, which included a tour to study bedroom furnishings. Washoe County, Nev., reported that two members from each homemakers' club were appointed to report on consumers' problems at each meeting.

New York State reported that 25 counties studied buying of foods, drugs, cosmetics, and household supplies. New York also reported exhibits based on buying practices and of a film-strip, Wise Buying of Furniture. North Dakota reported a Be a Better Buyer project, including application to sheets, blankets, and household linens. West Virginia presented the playlet Signs of the Times, which was based on consumer information.

The difficulties of recent years have impressed rural women with the need for obtaining information regarding business matters in relation to the home. Many States report that homemakers desire information regarding mortgages, notes, property deeds, simple banking procedures, and the like. A number of States reported that rural women were arranging for business centers for the housewives, and that these activities have stimulated interest in home accounts and budgets.

Farm women's markets continue to serve as an important source of cash income for the farm, and the women are continually adding to the standards which must be met by members of such markets.

Mississippi reported:

"More women reported keeping canning budgets than ever before, and are realizing that to 'can with a plan' is worth indeed more than the 'hit or miss' method.

"Every county reported sales of fresh vegetables, fruits, eggs, and poultry. Besides this, there are seven club markets established, with women selling only standardized products under the home demonstration label. Many other foods are sold besides the ones mentioned above, such as canned tomato juice, beans, tomatoes, butter, cakes, and dressed poultry. One county ships under a year-round contract selected eggs from purebred, blood-tested flocks to the Mississippi Hatcheries. Total sales from markets is \$24,819."

Virginia reported:

"In this past year a State market committee was formed to set up a code of minimum standards for home demonstration markets. This came as a request from a marketing forum at the 1934 Federation of Home Demonstration Clubs meeting."

Arkansas reported preliminary work completed for a State home demonstration market for baskets, rugs, vases, toys, and other handicraft.

Florida, Hawaii, Maine, and Tennessee reported successful handicraft activities.

Texas reported its hooked rug association's third year of success. 25,427 families reported assistance in developing home crafts as a means of supplementing their income.

That farm women have utilized resources to make farm-home life

more satisfactory in spite of low incomes is indicated by the fact that 113,363 reported making adjustments which resulted in a more satisfactory standard of living, and 80,673 made home-made equipment or conveniences. That they recognized time as a valued asset is indicated, as 35,053 women followed a recommended schedule for home activities, and 107,114 families adopted recommended methods in care of the house. The Farm-Family Living Outlook Section of the Outlook Conference held in Washington, D. C., in 1935, has been invaluable in bringing together research and extension staffs concerned with the farm-home economic outlook, and in unitedly focusing their attention on available data and desirable means of utilizing it. Forty-four home-economics specialists and supervisors were in attendance, representing 37 States.

The Social Contribution of Home Demonstration Work

Comfort and satisfaction for the rural family were provided by many phases of home demonstration work. Though not exclusively in the category of contribution to farm-family living, it is certain that clothing, improved housing, home furnishing, landscape gardening, child development and parent education, home reading and music, community activities, and recreational activities including farm women's camps, did much to contribute to the creature comforts and the individual and group satisfactions of rural people.

The fact that rural women were organized into groups to meet regularly for educational purposes, that they were chosen by their neighbors as officers and local leaders, and that they were promoting helpful activities for themselves, leading 4-H clubs, aiding those on relief, and in many other ways stimulating constructive endeavors of a local, county, State, and national scope, was of inestimable value in strengthening morale and in helping rural people to enlarge their horizons and deepen their appreciation of the satisfactions of life on the farm.

Home furnishings and housing.

Probably no phase of the home demonstration program has done more to maintain the morale of rural women than has the Home-Furnishings and Housing project, which has brought beauty and comfort, and the satisfaction of creating something at once useful and beautiful at a time when low income tended to make life seem drab and discouraging.

Good color and design continue to be emphasized in all phases of this project, whether in regard to furniture, draperies, pictures, rugs, wall and floor coverings, or other furnishings of the home. 94,476 families reported improved appearance of rooms due to instruction in color and design. Improvement of walls, woodwork, and floors was reported by over 100,000 families; Nebraska alone reported over 6,000 homes receiving such aid.

Additional comfort was brought to homes in every State, through repairing, remodeling, and refinishing of furniture. Alabama reported aiding over 7,000 families, and Georgia over 8,000 families with this type of information.

Better bedding, including the making of mattresses and efficient selection of sheets, blankets, and pillow slips, was widely reported. Texas reported that 31 counties in that State gave emphasis to sanitary and comfortable bedding. Tennessee reported 1,154 mattresses made of home-grown cotton, hooked and braided rugs, well-planned living and dining rooms, children's bedrooms that meet the needs of childhood and give them a sense of joyous satisfaction and pride, home lighting, home dyeing, and home crafts continued as outstanding phases of the home-furnishing project.

During the year, there were evidences of the interest aroused by the rural-housing survey in 1934. That survey had made rural people "housing needs conscious", and although but little cash was available for major expenditures in this field, many minor improvements which provided increased comforts were reported. Kansas reported a 100 percent increase in farm building endeavors. Iowa and Mississippi reported "farm building days." Mississippi reported kitchen, living room, and porch contests, and housing tours. Oklahoma reported repair and improvement of farm homes and their surroundings, undertaken in cooperation with the Federal Housing Administration. Massachusetts emphasized home repair as a follow-up of the housing survey in that State. Illinois reported a Repair of Equipment project.

In several States the home demonstration staff extended electrification information in counties where electric power is or is soon to be available. Massachusetts, Illinois, Iowa, Georgia, Kansas, and Tennessee indicated special service in this field.

Tennessee reported:

"With the extending of electrical lines in many rural districts there has been a widespread interest in electrical equipment for the home and farm among the home demonstration groups. Three electrical-equipment conferences for county home demonstration agents, arranged by the Electric Home and Farm Authority of T. V. A., were attended by all the agents."

Improved home lighting, and more and better storage spaces were reported by many States.

Crafts have added to the beauty and comfort of many homes. Block printing, ceramics, leather work, weaving, toy making are typical, and were widely reported.

Landscape gardening.

Landscaping of home grounds continues to interest rural home-makers everywhere. Foundation planting, attractive and comfortable outdoor living rooms, blooming vines and flowers, rock gardens and lily ponds continue to meet the rural woman's need for beauty. Texas reported that 21,253 women and girls landscaped the farmstead. 55,942 families followed recommendations for improving the exterior of the house and outbuildings.

In many States rural women included in this year's goals at least one improvement for the community. Many States reported that permission to use abandoned churches and schools was obtained, and they were repaired and furnished as community centers for social purposes. Provision of playgrounds and picnic places and of occasions for the use of them was reported.

The home demonstration staff aided 4,605 communities to improve school or community grounds.

Leisure-time activities.

Rural people have become alert to the need for adequate rest, for leisure time, and for constructive activities during leisure.

The home demonstration staff stimulated activities which would provide human satisfaction and sustain morale. Guidance in music and art appreciation; provision of good reading materials; tours to places of artistic, horticultural, and historic interest; training in recreational activities and emphasis on the need for adequate rest, have contributed to this goal.

Mississippi added a rural organization and recreation specialist.

In Nebraska, Missouri, and other States special recreation leaders were appointed in all home demonstration groups. They received training in recreational activities and were responsible for presenting some recreational activity at each home demonstration meeting and for stimulating good times in the community.

Increasingly there is improvement in the quality of plays, songs, and pageants, achievement-day programs, and the like, sponsored by the home demonstration staff. In Massachusetts emphasis was given to the need for good times at home, and there was a revival of candy pulls, popcorn-ball making, and other inexpensive forms of recreation. Hobbies were urged in many States, and stimulation of general participation in group recreation was widely reported.

The California State leader reported that recreation councils were set up and are functioning in eight counties. A kit containing games suitable for home recreation was lent to the councils for use at

meetings on home recreation. Playdays were held in 15 counties.

Missouri conducted a survey in six counties to determine types of leisure-time activities.

A South Dakota intercounty home demonstration agent reported:

"Inspired by the instruction and help received at the Rural Recreation Institute which was held in February, five rural recreation clubs for older young people have been active in the district."

Ohio reported:

"A 1-day tour was made, including a visit to the Federal Reserve Bank, which the women were surprised to find so interesting. On another tour to the art museum 45 women studied a display of glassware and pottery, historic costumes, and tapestries. For many years some attention has been given to phases of art in relation to homemaking. This is particularly true in the divisions of clothing and homemaking. Tours to art galleries were helpful in this connection, and through them the women have gained an appreciation of how the art galleries can help them."

56,550 families reported having increased time for rest and for leisure activities as a result of the home-management program.

At farm women's camps nature study, handicrafts, astronomy, citizenship, guidance in reading and art and in music-appreciation contests, study of plant and animal life, were leisure-time activities enjoyed by the women.

South Dakota reported:

"Home-extension groups of South Dakota have broadened their horizon, have become more cognizant of things going on about them in the world of today, have been more satisfied and contented, because they have been lifted mentally and spiritually above the humdrum things of everyday life through the home-reading project which has been carried on over a 5-year period.

"This project was made possible through cooperation of the director of the Free Library Commission and through county and city libraries.

"The first year's work was a general one dealing with reading in the home. Books for young

people and children were included, and books for other members of the family on exploration and travel, human portraits, animal life, poetry, drama, and fiction were on the list. The second year was devoted to the study of the novel. In the third year, Knowing America Through Books was the theme.

"The fourth year theme was "Knowing Other Countries Through Books, and that for the fifth year, Knowing Pioneer Countries Through Books."

Farm women's camps continue to serve as occasions when relaxation from household duties give opportunity for enjoyment of training in such activities as recreation, parliamentary procedure, and handicrafts.

In Arkansas 1,523 home demonstration clubs with 37,408 members were represented at camp.

Child development, parent education, and family relationships.

Forty-four States, Hawaii, and Puerto Rico reported service in the field of child development, parent education, and family relationships to rural families in over 7,000 communities.

This project aided parents to understand the physical, mental, and emotional phases of child life, to give intelligent guidance to the child's development in each of these fields, and to provide such structural improvements and articles of household equipment as would contribute to the child's development in self-service and growth, and encourage participation in duties of service to the family.

The women carrying on this project have been guided increasingly into consideration of its part in relation to the larger aspects of family life, and the year 1935 recorded still further development in this area of thought. The place of the individual in the family life and the social order, integration of the family group into the life of the community, the characteristics of desirable society and procedures which will bring these about, have been phases of this project which have been of especial help to parents in guiding their children. The problem of guiding adolescent youth is of great concern to parents, and the Extension Service has rendered aid in helping parents to meet this challenge and to relieve the stress and strain of family life. Parents in 21,227 families reported substituting positive methods of discipline for negative ones, and 23,493 families provided play equipment recommended by the home demonstration staff.

This project has always been conducted primarily on a planned discussion basis. It continues on this basis with assigned reading - an important supplementary service. Continuation of the series of radio talks at a regularly scheduled hour in this field of subject

matter was reported by New Jersey and Oregon. During the year, North Dakota, Wisconsin, and Ohio added full-time child-development specialists. California conducted the project in 25 counties.

Especial effort has been made in many States to interest fathers as well as mothers in this project and to extend helpful information regarding child care to young parents. A series of monthly letters continues to be an effective means to aid young parents. Over 6,400 fathers and 75,000 mothers participated in the project.

Correlation of this project with that of Nutrition, Clothing, and Home Management was reported by a number of States with The Child and its Development as the central theme.

The total number of children reported as directly benefited by instruction given to their parents was 169,751.

Nevada reported:

"Home demonstrators are quite proud of their ability to make modern methods of child care attractive and popular. The use of sun baths or cod-liver oil, orange or tomato juice, regularity in regard to feeding, sleep, and rest have received almost universal adoption in most of these demonstration communities. Solution of the more highly individual problems regarding methods of discipline, adjustments in family environment, etc. is more difficult, spreads more slowly, and needs more time and attention than the agents now can give.

Oklahoma reports:

"A project maintaining a wholesome life on the farm is a part of parent education, begun in 1930 at the request of rural parents who realized there is much to be learned if one is to carry the responsibility of parenthood in the best way."

Montana reported:

"A kit of toys was taken to all home demonstration meetings for use of children of young mothers who could not leave them at home."

Local Leadership

The development of capable, resourceful, unselfish leadership among rural women continues to be recognized as one of the greatest achievements of home demonstration work. Their unselfish service,

their objective analysis of conditions, their constructive recommendations, and their sustained effort toward worthy goals are constantly commended by all who come in contact with these women.

Rural women continue to express the satisfaction that comes to them as leaders and demonstrators and which compensates for the time and effort given by them in home demonstration work. During 1935 a total of 206,141 women gave service as volunteer leaders of the home-making program. Of these 158,069 served as leaders of adult work and 48,072 as leaders of 4-H club work.

It is a tribute to home demonstration work that this service continued to be given without financial recompense at a time when supplementary cash income for farm families was so greatly needed, and cash payment for nonprofessional services was being paid by emergency agencies in many counties throughout the United States to women who had previously been trained as local leaders in home demonstration groups. It is also a tribute to home demonstration work that the training given to these homemakers as local leaders, had been of such high caliber that when the occasion warranted, these women were able and ready to give instruction in scientific methods of feeding and clothing families at minimum cost to those in need of such training. 7,381 rural women were reported as paid leaders in relief work during 1935.

In all States effort was made to give more effective training to officers of local, county, district, and State-wide home demonstration groups, as to their responsibilities, and in effective means of carrying them to successful completion. Group members were stimulated to recognize more fully their responsibilities to their chosen leaders and officers.

Typical of the comments regarding local leaders is the following from South Dakota:

"Through home extension work, a volunteer and responsible leadership has been developed among farm women and girls. These women who are leaders are thinking in broad terms of the farm family and rural community. They are establishing standards for farm homemaking, and helping to bring them about. They are becoming informed about national and world conditions and needs and their relation to agriculture and rural life. They are finding new opportunities through service and satisfaction that come from constructive service. They are marching toward the goal of well-informed, progressive, prosperous, efficient, happy families."

To quote the Rhode Island State leader:

"Each year more women tell us that without the

help and training received in home demonstration groups they could never have taken part in parent-teacher associations and community activities as chairmen of committees, etc."

The Ohio leader's report says:

Leaders are used in counties without home demonstration agents for the teaching of such phases of subject matter as they can handle fairly successfully. In counties with home demonstration agents, leaders assist with organization and with some phases of subject matter. Programs in counties with home demonstration agents are dealing more and more with management phases of homemaking and with questions involving many angles of the situation which must be considered before a decision is made. This means that a more helpful and much more educational program is under way. It also means, however, a heavier load of teaching for the home demonstration agents, and demands proper training and unusual personality. Adequate aid from the State office also is necessary. Through this first-hand relationship of the home demonstration agent with local groups has come a better understanding and appreciation of the Extension Service and other educational agencies; also a more intelligent interest in the social and economic factors which influence rural life."

Organization, Program-Planning, and Methods in Teaching

Developments in organization.

In all States there was recognition that rural women are increasingly accepting their home demonstration organization as a means of aiding them to evaluate current conditions, as a source of unbiased information, and as an aid in solving their problems through their own efforts. It has served to strengthen their morale through providing the satisfaction that comes from friendly recurrent contacts and from united effort in constructive endeavors.

Home demonstration agents reported increased numbers of groups, more members in groups, and greater regularity of attendance at meetings.

North Dakota reported a 15 percent increase in the number of women participating in home demonstration work; Kansas reported a 12 percent increase; and Indiana reports over 4,000 more members of organized groups than in the previous years.

California reported reaching 50 percent of the homes in home demonstration agent counties, and Arkansas 28 percent of the available rural women of the entire State.

There is a notable trend toward a lower age level among members of home demonstration groups. Indiana reported, "The 'doers' come in the 30-to-50 year group, and the under-20 group shows an increase from 1.45 percent in 1933 to 3.30 percent in 1935."

Significant of the trend to serve older girls and young homemakers are the following:

The Florida State leader reported: "In 1934 we began a movement to extend our work more widely to the older farm girls and young married women." The district agent in southwest Florida says:

"We continued this effort with added zest in 1935 by shifting emphasis from the standardized club to the demonstration in the home. We attempted to engage the attention of young women with a vision of homemaking, and to make clear to them that the club meeting was a means to an end and not an end in itself; the demonstration in the home being the end and the club group the means to its furtherance. They have stressed child feeding, clothing for children, family relationships, and home improvement."

The Illinois State leader reported that

"A large part of the home-advisers' conference last May was devoted to a discussion of the problems and needs of this group in order that the home advisers might be better prepared to develop this work in their counties."

The Indiana State home demonstration leader reported:

"In home demonstration agent counties girls who have completed 4-H club work are being planned for in various ways. Some are going directly into the adult women's groups and are making a contribution. Some are serving as junior leaders, others are heading committees with the home demonstration agent, and are happy because they have a definite place in the county program."

Program planning.

During 1935 the long-time home demonstration program of improved homemaking was again re-evaluated in terms of current conditions, and emphasis was given which enabled it to give helpful practical service

to all types of rural families in meeting their pressing problems that required immediate solution.

In many States Live at Home continued as the slogan which formed the basis of programs of work, with production and conservation activities as important parts of the program.

Thrift practices such as soap making, home-baked yeast bread, cheese making, home preparation of cleansing agents and toilet lotions, continued to be used as temporary necessary measures of reducing cash expenditures.

Comfort in the home through renovation, repair, and electricity was reported by many States.

In addition to serving immediate needs, the home demonstration program stimulated rural homemakers to think in terms of the larger relationships which affect agriculture and the rural home, and which they in turn affect.

The Idaho State leader reported:

"Emphasis has been laid on values in living as well as on improved home practices or better methods of doing. The home and the family is the center of the picture. All project work of any kind gives methods of establishing and combining home interests and home values with the work of the day. Planning farm-family living as a project has proved valuable and will be continued. The Live-at-Home program is continued under a new title, The Home and Family."

To quote from the New York State leader:

"The program has continued to function in more progressive ways, having been stimulated by the depression. Urgent requests to change the educational program to a program relating to welfare and income-bearing projects alone were resisted in the belief that nothing more fundamental could be done toward recovery, and even in connection with welfare work, than to continue adult and 4-H club education in home economics. However, the projects again reflected the depression in their adaptation to lowered incomes and in their cooperation with welfare agencies in making the contributions which home economics can make to problems of food, shelter, and family relationships."

Nevada summarized its program efforts of the year as follows:

- Protection of health.
- Conservation of cash.
- Maintenance of morale.

During 1935 more rural women showed interest in obtaining factual material as to existing social and economic conditions and resources, as a basis for determining activities for the year's program of work. They assumed responsibility for decision as to the program selected. National, State, and local sources of authentic factual material as to general and specific situations, records from farm and home accounts, local surveys, and planned home visits were reported as forming the basis for decision as to programs of work.

Louisiana made a study of goals of State-wide and county programs of work. The study considered the relation of goals to the current situation and of goals versus achievement.

Kansas stimulated county-wide committees of rural women to study county conditions as a basis for program planning by providing two questionnaires to stimulate their thinking. One was concerned with evaluating current conditions, the other with evaluating the year's program of work.

Methods in teaching.

The home demonstration staff endeavors to be alert to developments in the field of educational theory and experience that offer constructive suggestions for more effective methods of teaching adults.

The home demonstration conducted by the rural homemaker is the cornerstone of home demonstration educational method, but supplementary devices are helping to arouse interest, to extend information, to stimulate emulation of the practices carried out by the demonstrators and recommended by the home demonstration staff.

In many States planned discussion by homemakers supplemented or took the place of lectures by the home demonstration staff.

The Rhode Island State leader says:

"The need for women to think and do for themselves is always apparent. Discussion groups and panel discussions have done a great deal toward helping both the agents and the women in this respect. These discussions have developed women in many ways, giving them a new outlook on life and a realization of their own importance in family and community life."

Charts, photographs, press articles, exhibits, film strips, lantern slides, bulletins, models, motion pictures, the radio, plays and pageants, contests, tours, and achievement days continue to stimulate interest in improved homemaking practices.

The radio, circular letters, and home visits were reported as of especial value in reaching young mothers. Clinics and other types of

meetings open to all, have given helpful aid to many who would not join organized groups.

Popularizing terminology regarding information available for homemakers has stimulated their participating interest. West Virginia reported, "Dimes and dollars day by day", "Around the clock with the farm family", "The homemaker at her best", "Facing facts in the community", "How safe is your home?", "The farm home up to date."

Mississippi distributed recipes for soap, cleansing agents, floor wax, etc., under the caption, Cash-Saving Recipes.

OUTLOOK

The outlook for home demonstration work is encouraging. Public opinion endorses the work as a practical and valuable educational service. Farm women recognize its many values and increasingly are requesting the assistance of county home demonstration agents. With the availability of additional funds from the Bankhead-Jones appropriation and other sources for further addition to the staff, it is hoped that many more counties in all States may have county home demonstration agents serving as a source of unbiased information; rendering practical instruction based upon recognized needs to rural people on all levels of economic security; providing an authoritative source of information for State and Federal agencies regarding rural conditions and needs; stimulating rural people to assume increasing responsibility to study current conditions; and developing rural leadership which will strengthen farm organizations and individuals in their service to rural people throughout the United States.

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Report of Home Demonstration Work, 1935

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